ANALYSIS OF KLEIN'S ADVERTISMENTS SHOWING "6.5 ITALIAN CARBINE" (in 1963)

Magazine & Month	"Dept." No.	Rifle Type	Use of "T" in Item No.	Closing Date for Ad Subm.	Remarks
GH-5 ('62)	100	Light	Yes	2/04/62	These ads included to show that
GH-9 ('62)	213	"	"	6/04/62	M-C rifle had been adv. many mos.
GH-1 ('63)	289	"	"	9/20/62	
GA-1	306	"	"	10/20/62	Small revolver ad by Seaport, p.81.
GA-2	321	"	"	11/20/62	
AR-1	323	"	"	11/25/62	
SA-1	326	"	"	11/15/62	
GH-3	333	"	"	11/20/62	
GA-3	348	"	"	12/20/62	
AR-2	358	"	"	12/25/62	Answered by "Hidell" (WR, p.119)
GA-4	382	"	"	1/20/63	
GH-5	387	"	"	1/21/63	
GA-5	404	"	"	2/20/63	
AR-4	405	Heavy	"	2/25/63	1st known ad for heavy rifle
ST-4	407	Light	"	2/25/63	
GA-6	414	"	"	3/20/63	Apparent changeover period
GH-7	415	Heavy	"	3/21/63	
GA-7	422	Light	"	4/20/63	Last known ad for light rifle
AR-6	425	Heavy	"	4/25/63	
GH-9	427	"	"	5/21/63	
AR-7	429	"	"	5/25/63	
GA-8	435	"	"	5/20/63	
GA-10	451	"	No	7/20/63	1st known omission of "T"; no ad in GA-9 -- missed deadline?
AR-8	454	"	No	6/25/63	New format; "Late issue" omitted; no scope on illustration
SA-9	457	"	No	7/15/63	
AR-9	458	"	"	7/25/63	Like AR-8, but scope shown on ill.
GA-11	472	"	"	8/20/63	
SA-10	475	"	"	8/15/63	
AR-10	478	"	"	8/25/63	
SA-11	484	"	"	9/15/63	
GA-12	487	"	"	9/20/63	

Abbreviations: AR = American Rifleman; GA = Guns & Ammo; GH = Guns & Hunting; SA = Sports Afield; ST = Shooting Times.

Other observations: Klein's Ads were seen in each of the Jan. thru June, 1963 issues of Field & Stream, but none showed the "6.5 Italian Carbine"; the last six months of 1963 were not available for this magazine. Klein's ads showing the M-C rifle were seen in the July, Aug. & Oct. 1963 issues of Guns; the July issue showed the light rifle, while the August issue showed the heavy one. No Klein's ads were found in 1963 issues of Gun Report or Gun World. Other gun & hunting magazines were not examined.

A spot check was made for ads by Seaport Traders, Inc. Three were found, all small and all showing only a single item, in each case a revolver. Coupons were not included, but in each of the three ads a "Dept." No. was shown which matched the abbreviation for the title of the magazine and the month of issue.

In view of the "Dept. AM-3" on the Seaport ad answered by "Hidell" (CE 135; CE 790), a check was made on a few magazines with this abbreviation, including American Mercury, American Modeler, and American Motorcycling. None of these were found to contain ads by either Klein's or Seaport.

RPS, 12/18/71